



11th Annual EPP Vendor Fair and Conference

Wednesday November 2nd, 2005
Worcester's DCU Center (formerly the Centrum),
Worcester, MA

Exhibitor and Sponsor Prospectus

Presented by the
Commonwealth of Massachusetts Operational
Services Division
Executive Office of Environmental Affairs
Department of Environmental Protection

Welcome!

Dear Vendor of Environmentally Preferable Products,

The Commonwealth of Massachusetts is proud to announce the eleventh anniversary of the Environmentally Preferable Products (EPPs) Vendor Fair and Conference and extend our invitation for your participation. This show offers exhibitors the opportunity to showcase and market their products to an estimated 1000 federal, state and local government purchasers and environmental staff and speak directly to customers about the benefits of purchasing EPPs.

For the first time this year we have also extended an invitation to targeted private companies and groups interested in waste management and EPP purchasing.

You could spend years trying to get in touch with the right person to speak with at these offices and facilities. We bring them all to you...at one place...at one time!

And to make this show even bigger and better than the years before, we are focusing on a marketing campaign that will bring more buyers to your booth. We are placing event announcements on the websites of various public purchasing organizations and in numerous newsletters, calendars and presentations. We are continuing to develop and post comprehensive website information about the trade show and provide on-line registration to attendees. We are promoting the conference to other New England state purchasers and offer free registration to all attendees.

We now invite you to be part of this exciting event. This year, you will have an array of opportunities to promote your business to this huge buying audience:

- Exhibit at the Vendor Fair and meet hundreds of potential customers!
- Gain additional exposure before and after the show by becoming a Vendor Fair Sponsor!
- Increase your foot traffic and post-show exposure through the "Try Before You Buy Pilot" and pre-show marketing!

This prospectus provides details on these promotional opportunities. We are looking forward to seeing you at Worcester's DCU Center on November 2, 2005 at our 11th Annual EPP Vendor Fair and Conference!

Sincerely,

Marcia Deegler

OSD Environmental Purchasing Program Manager
Commonwealth of Massachusetts

What is the Vendor Fair and Conference?

The Environmentally Preferable Products (EPPs) Vendor Fair and Conference, sponsored by the Commonwealth's central purchasing office, the Operational Services Division, is the only event of its kind in Massachusetts. The Vendor Fair brings together public sector purchasers from throughout the state to promote the purchase of recycled and environmentally preferable products. A full day of educational workshops and vendor displays offer attendees the latest information on performance, price, and the environmental benefits of purchasing these goods.

Who Attends?

We reach out to thousands of buyers, decision-makers, and environmental managers from federal, state and local government as well as colleges/universities, schools and selected businesses. Last year's one-day attendee registration was close to 1000 people and included such groups and organizations as:

- County and local government purchasing agents, administrators and recycling coordinators
- State and municipal facility managers, DPW officials and staff
- Buyers and environmental managers from state agencies, authorities, colleges and universities
- Public school purchasers and business managers
- Massachusetts business purchasing organizations and public cooperatives
- Representatives from other New England states and the Federal government

What's new this year?

Expanded Marketing Campaign: A pre-show campaign is in the works in an effort to bring more visibility, media attention and a greater mix of conference goers to the event.

An invitation to the EPP Vendor Fair has been extended to the private sector Waste Wise Members:

WasteWise is a free, voluntary, EPA program through which organizations eliminate costly municipal solid waste and selected industrial wastes, benefiting their bottom line and the environment. Partners include large corporations, small and medium-sized businesses, schools, colleges, universities, hospitals, state and local governments, tribes, and other institutions.

Exhibit at the Event!

Exhibitor Space



Due to popular demand, this year the show is in the larger half of the DCU exhibit hall and there are 150 booths available. While all the exhibit spaces are excellent, the first 50 to register will have the added privilege of requesting their location in the showroom. These requests will be accommodated on a first-come-first-served basis according to the date and time the registration and payment are received by OSD. Subsequent booth reservations will be designated at the discretion of the event coordinator. A limited number of booths located nearest the entrance of the hall will also be reserved for the event sponsors. (See page 6 for details).



In order to better match exhibitors with their target audiences, a new color-coded floor plan of the exhibit hall will be presented to attendees to designate specific product types, such as office, facilities, automotive, toxics use reduction, etc.

Payment for Exhibit Space & Service

Payments may be made **by check only**. Please make the checks for Exhibit Space **payable to the "EPP Expendable Trust"**. Payments for exhibitor services must be made directly to SER, the show decorator.

Cancellation Policy: A full refund will be sent if your cancellation is received by June 30, 2005. A 50% refund will be sent if the cancellation is received prior to August 15, 2005. Afterwards, no refunds are guaranteed.

Meal Functions

Your registration includes all meals, refreshments and other amenities during the day **for one person only** with additional representatives for the cost of \$25 each. Payment to cover additional staff should be made at the time of registration for booth space. (See Exhibitor Registration Form for details). Lunch seating for all vendors and reps will be in the banquet area with the attendees.

Utilities and Other Exhibitor Services

Special Events Rentals, Inc. (SER) is the official show decorator. They will handle all exhibitor services such as advanced shipping, receiving and storage; electrical; booth carpeting; additional furniture, etc. Approximately two months prior to the event, you will receive a complete Exhibitor Kit from SER with finalized event logistics and all the order forms necessary to obtain exhibitor services. Exhibitor services available from SER include:

What are the exhibit fees?

- **\$600 if paid by June 30, 2004**
- **\$650 if paid by August 31, 2005**
- **\$700 if paid on /after Sept. 1, 2005**

What does my exhibitor fee cover?

Your exhibit fee will include:

- Entrance to the largest state sponsored environmental purchasing event in the area
- A furnished 8 foot by 10 foot exhibit space, with drape partitions, a six-foot skirted table / chair
- Inclusion in the Exhibitor Directory distributed to all attendees and posted on the web for one year
- Booth signs indicating the name of the company and state contract # (if applicable)
- Admission to all workshop sessions, continental breakfast, afternoon refreshments and lunch for one company representative
- List of all attendees (distributed electronically) and an inclusion in the OSD EPP database
- Opportunity to apply for a MA Business EPP Award (info to follow in SER exhibitor kit)
- A chance to generate high quality contacts at a bargain rate
- Post-event exposure to all levels of government buyers and decision-makers via program promos

(Continued on next page)

Utilities and Other Exhibitor Services *(continued)*

Advanced Shipping, Receiving & Storage

SER will handle all advanced shipping and storage of exhibitor's equipment and materials. The Exhibitor Kit that you will receive from SER will outline the process and recommended time frames for taking advantage of this service. While exhibitors may transport materials on their own at the time of set-up, no supplies may be sent directly to the DCU Center - they must go through SER, who will ensure timely and secure delivery of all equipment and materials directly to your booth.

Electrical Services

All electrical services involve fees and must be ordered using the Electrical Services Form, which will be sent in your exhibitor kit from SER. Electrical requests should be made no later than two weeks prior to arrival in order to be guaranteed.

Important Decorator Information

- SER will be sending you an exhibitor packet by August.
- Ordering and paying for the services must be done directly with SER.
- **Exhibitor Services Contact**
Tom Kalniki, 508-757-3397

Set-up and Breakdown

Showroom Opens 8:00am – Closes 3:30pm

Because the Vendor Fair is a one-day event, exhibitors are required to move in the day before the event and may do so from 2pm – 8:00pm (9:00pm if needed) on Tuesday, November 1. **Set-up the morning of the show is not permitted.** However, in order to best accommodate exhibitors, please notice that we have extended the set-up hours in the evening. **On November 2, the exhibit hall will open to attendees at 8am sharp.** Exhibitors should refrain from dismantling their booths until 3:30pm on the afternoon of the event in order to accommodate all attendees and as a courtesy to fellow exhibitors. Cooperation from all exhibitors regarding the set-up breakdown time will serve to assist us in the early start time and in keeping attendees focused on the displays until the official close.

Exhibitor Raffles

Those vendors choosing to conduct individual raffles at their booth may have the winners announced by the event staff during the prize drawings at the end of the event. More details will be included in your exhibitor kit from SER.

Exhibitor Directory

Every attendee of the Vendor Fair will receive a copy of the *EPP Vendor Fair Exhibitor Directory*. In addition to the contact information, we ask that the exhibitors provide a brief (no more than 60 words) company description highlighting the environmentally preferable products and/or services exhibitors offer Commonwealth buyers. The Exhibitor Directory will be available online after the show. (See page 6 on how to advertise in the directory to achieve greater visibility.)

Hotel Reservations

Two area hotels have agreed to reserve guestrooms for the evenings of November 1 and 2, 2005, on a first-come-first-served basis, at a discounted rate to conference attendees. Room cancellation is permitted up to 48 hours prior to check-in date without penalty. Guestrooms will be available for check-in at 4:00pm on the date of arrival and checkout is 11:00 of the following day.

Important Hotel Information

- Call the hotel directly to make a reservation.
- Reference the name of the event – “EPP Vendor Fair and Conference”.
- Discount deadline **October 11, 2005.**
- Payments must be made directly to the hotel.

(Continued on next page)

Hotel Reservations *(continued)*

To make reservations, contact one of the following area hotels before **October 11, 2005**:

Hotel Name, Address and Phone #	Location to Centrum Centre	Rates: Single/Double Room
Crowne Plaza - 1-800-628-4240, 508-791-1600 10 Lincoln Street Worcester, MA 01608	1 block Full Service Hotel	\$114.00 + taxes, includes free outdoor parking; \$4 Indoor parking – optional
Hampton Inn - 508-757-0400 110 Summer Street Worcester, MA 01608	1 block	\$89.00 + taxes, includes free outdoor parking and continental breakfast



Offer a Promotional Pilot Project!

Increase booth traffic and promote your business before and after the show! Get an agency, city or town to try your product - and get a story about it into our newsletter!

How does the Pilot Project work? We ask exhibitors to offer a limited quantity of their products or service at a compelling discounted rate, or offer it free of charge to an agency, city or town. In order to be eligible, the agency, city or town must attend the show and register at your booth. You pick the winner.

How is this different from a raffle/door prize? First of all, it has to be an green product or service. Second, the EPP program will work with you and the agency recipient to track their satisfaction with the product or service - and **publicize it to hundreds of buyers across the state through our *EPP Buyer Update* newsletter.**

What qualifies as a pilot project? Promotional pilots may include but are not limited to such new products, technologies and services as printing services with direct-to-plate technology, green landscaping products, remanufactured toner cartridges, plastic lumber site amenities, energy efficient exit signs, compact fluorescent light bulbs, water efficiency retrofits, alternative fuels, etc. The value of each pilot project may not be lower than \$100.

What are the benefits?

- **Before the show:** The list of all Pilot Projects will be published in the attendee brochure, on our website and in the *EPP Buyer Update* newsletter.
- **At the show:** Attendees will receive a program with a list of pilot projects available and will have to visit your booth to enter a drawing for such a pilot. **This traffic builder will bring you only qualified leads!**
- **After the show:** Articles and/or updates on the pilots will be published in the *EPP Buyer Update* newsletter.

Don't miss this opportunity for promoting your business before, at and after the show! Send us your pilot description as early as possible so we can help you market it!

What did Vendor Fair 2004 Exhibitors and Attendees have to say?

"We have developed a great customer relationship through the vendor fair... set-up was easy and all was on schedule."
Exhibitor - Lasertone

"Great contacts made... this conference has turned out to be a very important event for us."
Exhibitor - Agresource

"This show enables us to talk to the types of people we are trying to reach."
Exhibitor – Cadmus Group

"This audience was genuinely interested in EPPs."
Exhibitor - Atlas Watersystems

Attendees:

100% - Would like to see this event held again next year

96% - Like the DCU Center / Worcester location

88% - State that what they learned at the EPP vendor fair will most likely have an impact on how they purchase

87% -Met met vendors that they plan to contact directly after the event.

Sponsor the Vendor Fair!

Give your business a competitive edge! Be more visible than your competitors! Maximize your exposure before, during and after the event!

Platinum

\$2000

- Specially reserved highly visible booth (*see Floor Plan on page 8 of this prospectus*)
- **NEW!** Company name and logo on Show Program cover
- Full Page ad in the Show Program
- Company logo and link on attendee registration webpage
- **NEW!** Chance to win a digital camera
- Company name on tote bag
- Recognition at the lunch ceremony
- Company name and logo in the pre- and after-show *EPP Buyer Update*
- Dedicated table at lunch for networking with key customers
- **NEW!** Quarter Page ad in the after-show *EPP Buyer Update*
- Company name on a full-page “thank you” ad in the Show Program
- Company name on sponsor “thank you” signs at the event
- Meals for 3 additional persons (4 total)
- **NEW!** Parking passes for 3 additional persons (4 total)

Gold

\$1000

- Specially reserved visible booth (*see Floor Plan on page 8*)
- **NEW!** Company name on Show Program cover
- Half Page ad in the Show Program
- Company logo and link on attendee registration webpage
- **NEW!** Company name on tote bag
- Recognition at the lunch ceremony
- **NEW!** Company name in the pre- and after-show *EPP Buyer Update*
- Company name on a full-page “thank you” ad in the Show Program
- Company name on sponsor “thank you” signs at the event
- Meals for 2 additional persons (3 total)
- **NEW!** Parking passes for 2 additional persons (3 total)
- **NEW!** Chance to win exciting prizes

Silver

\$500

- Specially reserved visible booth (*see Floor Plan on page 8*)
- Company name on Show Program cover
- Quarter Page ad in the Show Program
- Company name on tote bag
- Recognition at the lunch ceremony
- **NEW!** Chance to win exciting prizes
- **NEW!** Company name in the pre- and after-show *EPP Buyer Update*
- Company name on a full-page “thank you” ad in the Show Program
- Company name on sponsor “thank you” signs at the event
- Meals for 1 additional persons (2 total)
- **NEW!** Parking pass for 1 additional person (2 total)
- Company name on attendee registration webpage

Advertising Specs

Sponsorship Level	Exhibitor directory ad size	Ad dimensions (width x height)
Platinum	Full-page	7 1/2” wide x 10 1/2” tall
Gold	Half-page horizontal	7 1/2” wide x 4 3/4” tall
Silver	Quarter-page	3 3/4” wide x 4 3/4” tall

Deadline: September 30, 2005. Camera-ready black & white art , JPEG, GIF or BMP files only. Mail the ads to Dmitriy Nikolayev, OSD, One Ashburton Place, Room 1017, Boston, MA 02108. **Questions?** Call (617) 720-3351.

Tentative Conference Schedule

Later lunch – more face time with buyers!

7:30 – 8:30	Registration & Breakfast	1:30 – 2:00	Dessert & Refreshments in the Exhibit Hall
8:00 – 3:30	Exhibitor Hall is Open	2:00 – 3:30	Workshop Sessions / Exhibit Hall Promo Activity
9:00 – 11:45	Workshop Sessions	3:30	Exhibit Hall Raffle / Pilot Project Announcements and Conference Close
12:30 - 1:30	Lunch / Awards Ceremony		

Exhibitor Registration Form

Company Information					
Company Name					
Address					
City		State		Zip	
Phone		Fax			
Email		Website			

Persons Attending	Each of the persons representing your company at the Vendor Fair must be listed to receive a printed nametag. Please include additional fee of \$25 for each additional person.		
Main contact		Email	
1 st Additional Contact		Email	
2 nd Additional Contact		Email	
3 rd Additional Contact		Email	
4 th Additional Contact		Email	

Important: Future messages on the event will be via email! Please keep your email unchanged through the time of the event! Please include email addresses for all persons registered.

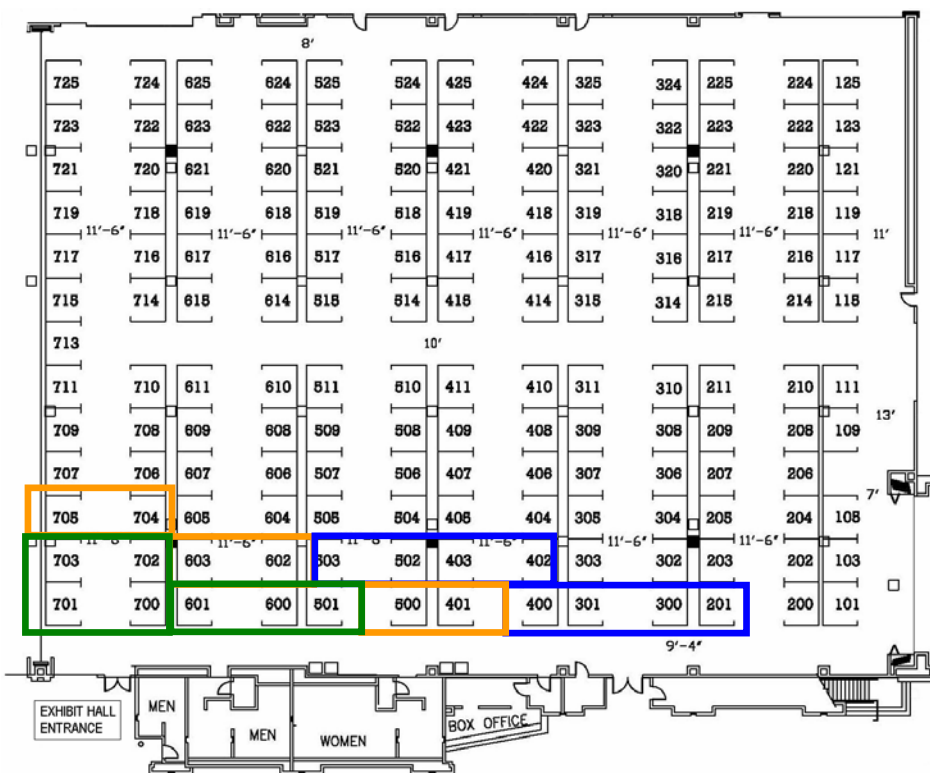
Company Description	<p>Please provide a 60-word (or shorter) company description that will appear in the Exhibitor Directory, subject to event coordinator editing, distributed to all Vendor Fair attendees and will be accessible on the MA EPP webpage after the event. Important:</p> <ul style="list-style-type: none"> • Your company description must highlight the environmentally preferable products/services supplied by your company • The company description should be sent as an email (preferable), or attached to the registration on a separate sheet.
<p>o Check this box if you participated in last year's Vendor Fair and would like last year's company description to be used.</p>	

Promotional Pilot Project	<p>If you would like to offer a Promotional Pilot Project, please specify what product(s)/service(s)/technologies will be piloted, quantities of products and services the winners' sites will receive, the estimated value of the project and the type of financial or other commitment that would be expected from the pilot site. Please attach additional sheets if necessary.</p>

Registration Form continues on next page

11th Annual Environmentally Preferable Products Vendor Fair and Conference

Floor Plan and Booth Number Request



A color-coded floor plan will be displayed to assist attendees in locating specific products or services, while maintaining a creative mix of exhibitors in each aisle of the hall.

Sponsor Booths. The following booths are specially reserved for Vendor Fair Sponsors:

- **Platinum:** 700-703, 600, 601, 501
- **Gold:** 704, 705, 602, 603, 500, 401
- **Silver:** 502, 503, 400, 402, 403, 300, 301, 201 and remaining booths

Booth Selection. Booths will be assigned on the first-come-first-served basis at the discretion of the show coordinator. An effort will be made to accommodate your placement request(s). Below, please enter your preferred booth numbers:

1st:	2nd:	3rd:
------	------	------

Additional Placement Information. If you would like not to be placed next to a specific exhibitor, please indicate below:

Booth Fees, Sponsorships, Meals

	Rate	Quantity	Amount
Registration Fee (includes one lunch)	\$600 if paid before June 30, 2005 \$650 if paid before August 31, 2005 \$700 if paid on or after Sept. 1, 2005		
Additional Person(s) registered	\$25 per person (no limit)		
Sponsorship (booth fee not included)	\$2000 – Platinum \$1000 – Gold \$500 – Silver		
TOTAL			

CHECKS ONLY are accepted as payment for exhibitor fees, sponsorships and meals!
Please make the checks payable to “EPP Expendable Trust”

Send registrations, checks and other inquiries to:

Dmitriy Nikolayev, OSD, One Ashburton Place, Room 1017, Boston, MA 02108-1552
 Phone: (617) 720-3351 Fax: (617) 727-4527
 Email: dmitriy.nikolayev@osd.state.ma.us

Printed on recycled paper with minimum 30% post-consumer content